

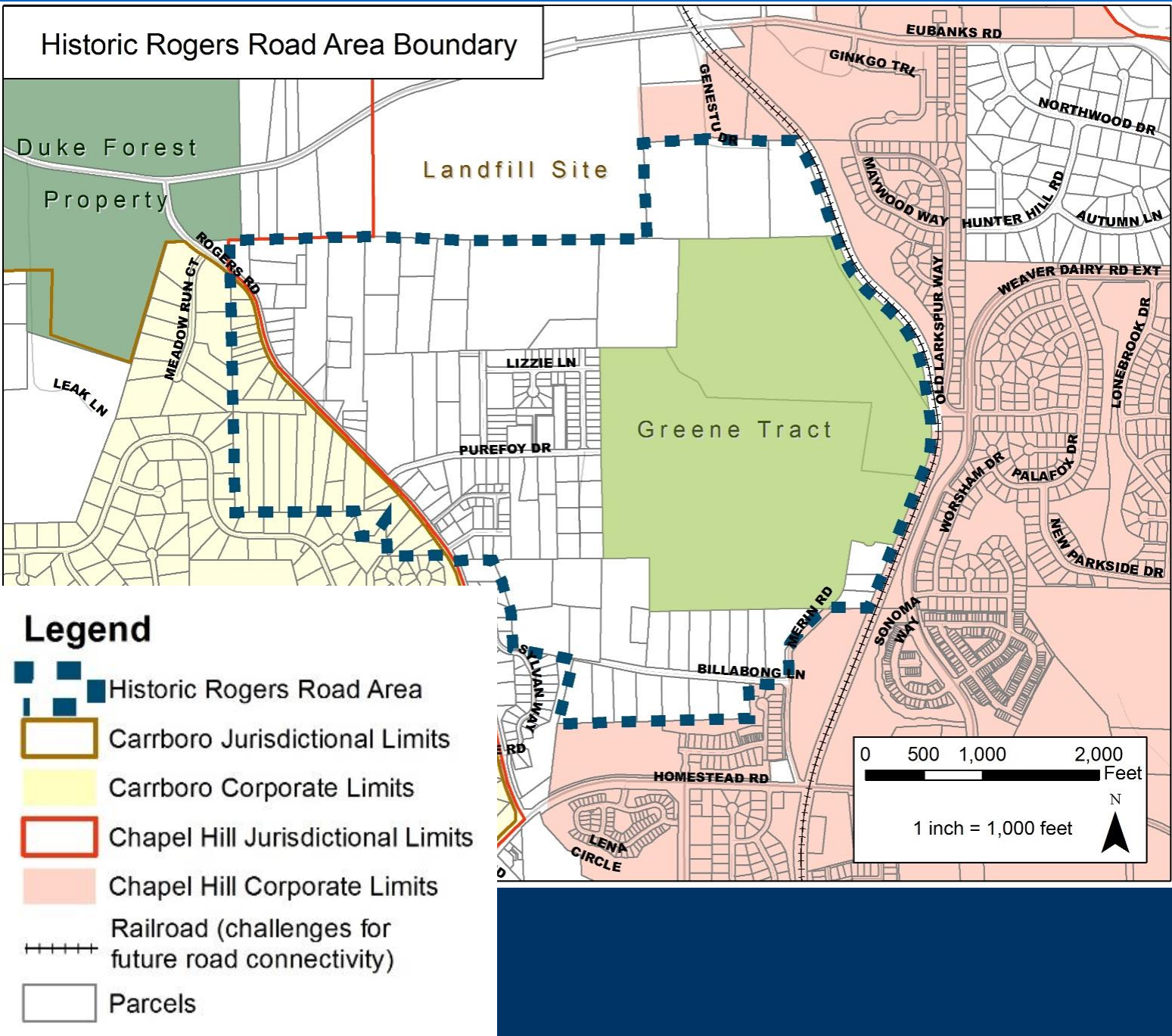


Rogers Road Zoning Initiative

Council Update
February 20, 2019



Study Area



- Northwest Chapel Hill / Northern Carrboro
- Settlement dates back to 1700's
- Adjacent to former landfill site

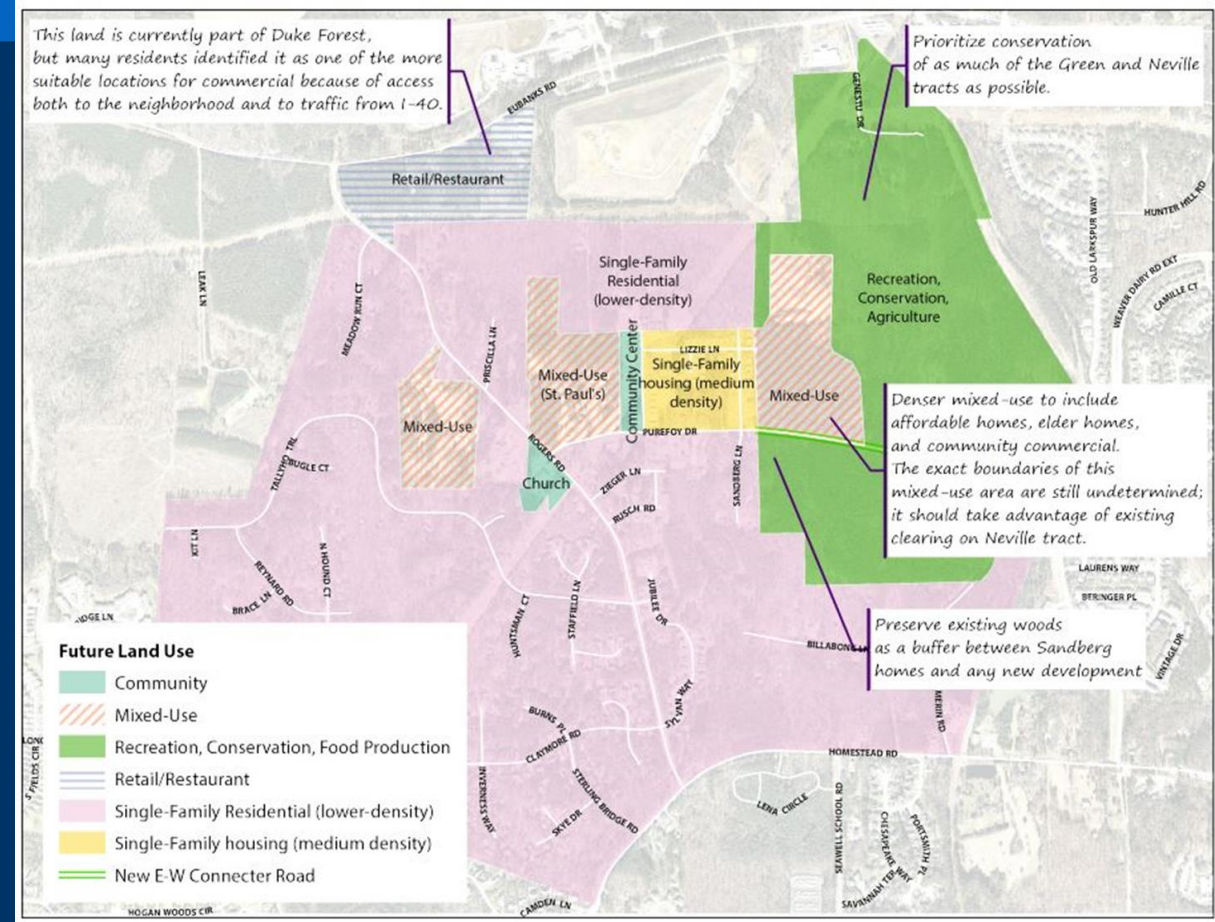
Community Planning



Rogers Road:
Mapping our Community's Future

MAY 2016

The compilation of an intensive 9 month planning effort with community stakeholders to create a shared vision for Rogers Road development for the next 10 years & beyond



Mapping Our Community's Future, 2016
Land Use Map

Special Planning Initiatives

| PROJECT | STATUS | CONTRACT | FY16 | | | | FY17 | | | | FY18 | | | | FY19 | |
|---|------------|-----------------------|------|----|----|----|------------|----|----|----|------|----|----|----|------|-------|
| | | | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| LUMO Sign Ordinance Update | Complete | | ← | | | | ← | | | | | | | | | |
| E/F Walkability Standards | Complete | \$36,630 | | | | | ← Original | | | | | | | | | |
| West Rosemary Street Development Guide | Complete | \$84,160 | | | | | | ← | | | | | | | | |
| Mobility and Connectivity Plan | Adopted | \$132,000 | | | | | ← | | | | | | | | | |
| E/F Transportation Impact Analysis | Complete | \$195,840 | | | | | ← | | | | | | | | | |
| Downtown 2020 Work Plan Implementation ¹ | In process | \$14,650 to date | | | | | ← | | | | | | | | | |
| Station Area Planning | In process | FTA grant | | | | | | ← | | | | | | | | |
| Blue Hill Design Guidelines | Complete | \$129,155 | | | | | | ← | | | | | | | | |
| Downtown Circulation and Parking Study | In process | \$55,690 - Phs. 1 & 2 | | | | | | ← | | | | | | | | |
| Greene Tract/Rogers Road | Underway | \$62,755 | | | | | | | | | | | ← | | | |
| Land Use Review and LUMO Re-write | Underway | | | | | | | | | | | ← | | | | |
| Downtown Design Guidelines | Planned | | | | | | | | | | | | | | | TBD → |

NOTE 1: Downtown 2020 Work Plan Implementation includes alleyways, on-street dining, lighting improvements, public realm experiments, parking mgt. experiments, etc.

Staff Recommendation

- Receive update presentation on Zoning Initiative
- Questions and comments

Council Public Hearing tentatively scheduled for April 17, 2019

HISTORIC ROGERS ROAD NEIGHBORHOOD

Chapel Hill Town Council Update

FEBRUARY 20, 2019

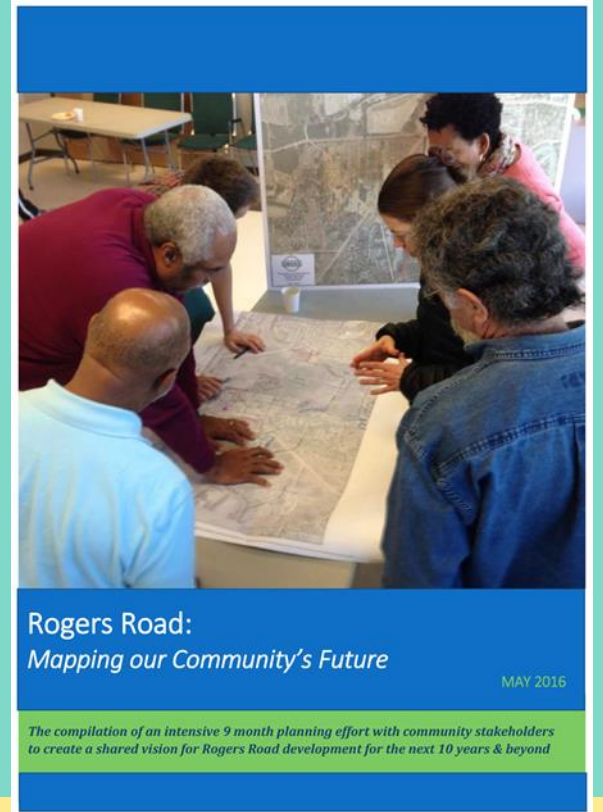


ZONING FOR A STRONG AND CONNECTED
NEIGHBORHOOD



AGENDA

- Project summary
- Goals
- Timeline
- Draft recommendations
- Public engagement
- Next steps



PROJECT SUMMARY

GOAL: Develop appropriate zoning standards for the Rogers Road neighborhood – **keep what you love, add what you need.**

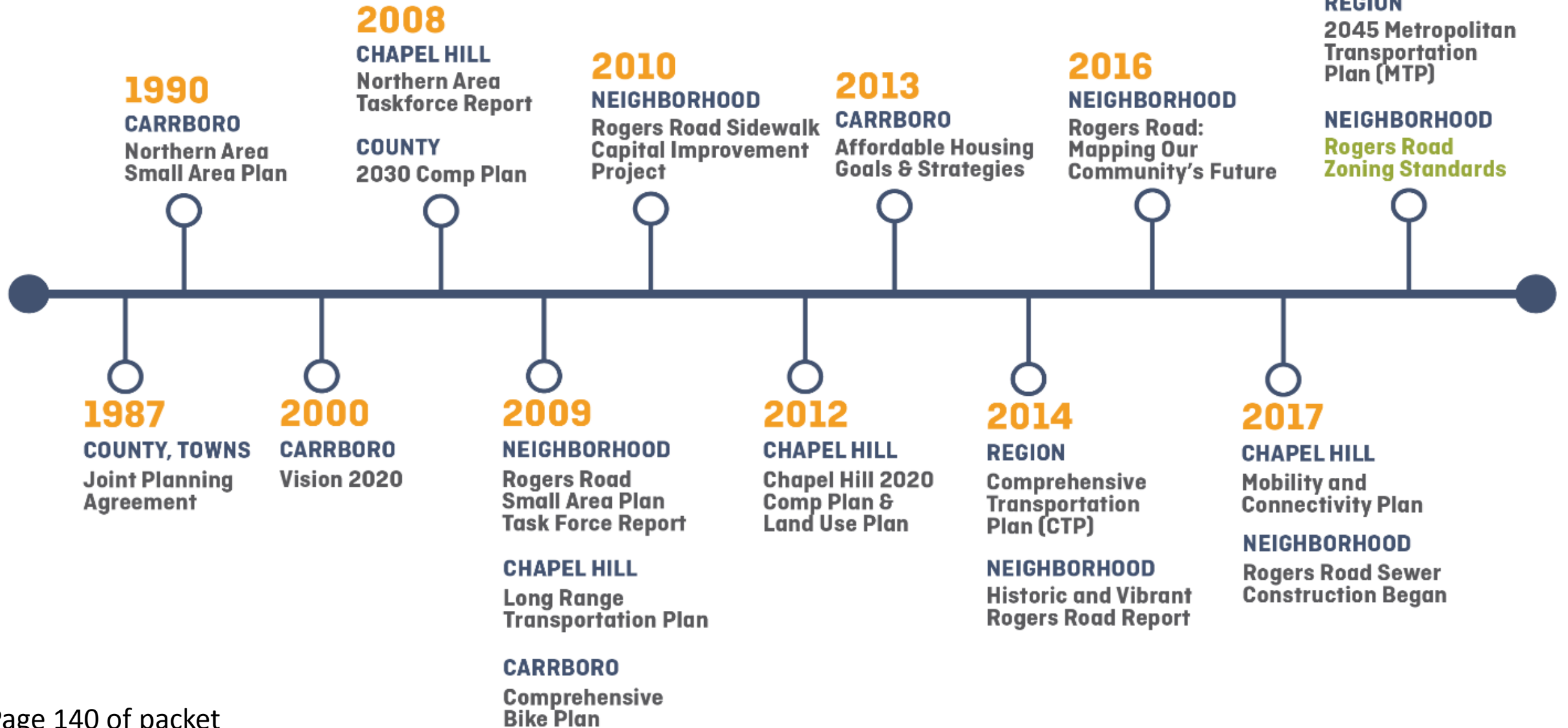
PROJECT SUMMARY

HOW? By reviewing existing plans and policies that affect Rogers Road; conducting a market analysis; and identifying challenges and opportunities

PROJECT SUMMARY

AND engaging the community and using the neighborhood's collective knowledge and interests to create appropriate standards.

NEIGHBORHOOD PLANNING HISTORY



MAPPING OUR COMMUNITY'S FUTURE



Retain families who have lived here for decades/
generations



Connect us with each other and the larger
community



Preserve socioeconomic and cultural diversity
for the future

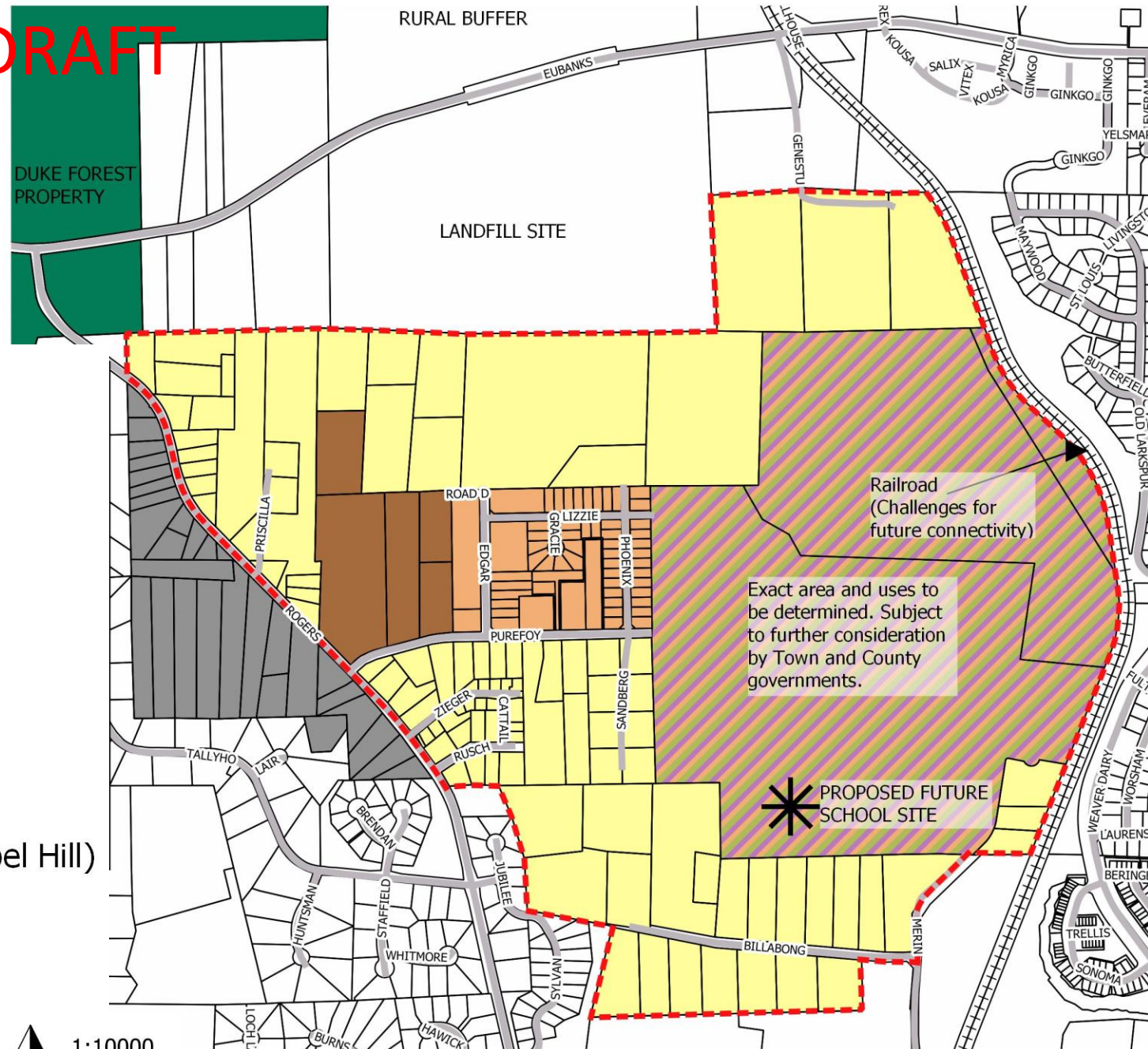


Respect the physical/natural character of the
neighborhood

PROJECT TIMELINE

| | SEP 2018 | OCT | NOV | DEC | JAN 2019 | FEB | MAR | APR | MAY | JUN |
|---------------------------|-------------|-----|-----|-----|-------------|-----|-----|-----|-----|-----|
| Project kick off | | | | | | | | | | |
| Work products | | | | | | | | | | |
| Community Meetings | | | | | | | | | | |
| Board & council review | | | | | | | | | | |

DRAFT



Legend

Chapel Hill HR Overlay District Boundary

Parcel Lines

Roadways

Railroad

Character Areas

Conservation

Residential - Low Density

Residential - Medium Density

Mixed Use (none currently designated in Chapel Hill)

Mixed Use - St Paul's AME

Future Greene Tract Development

Parallel HR District in Carrboro

DRAFT RECOMMENDATIONS

- Establish the Historic Rogers Road Neighborhood Zoning District
- Define neighborhood “character areas”
- Identify and define new mixed-use areas
- Preserve character of Rogers Road Corridor



DRAFT RECOMMENDATIONS

- Expand housing choice
- Support a wider range of home-based businesses
- Improve neighborhood connectivity



MIXED USE IN THE DISTRICT (Carrboro)

- Not intended to be high intensity commercial or retail areas
- No "destination retail"



MIXED USE IN THE DISTRICT (Carrboro)

- **GOAL:** Support residents' desires for expanding economic opportunities
 - Home-based businesses
 - Neighborhood-based services
 - Neighborhood amenities



SUMMARY: PUBLIC ENGAGEMENT

MEETINGS:

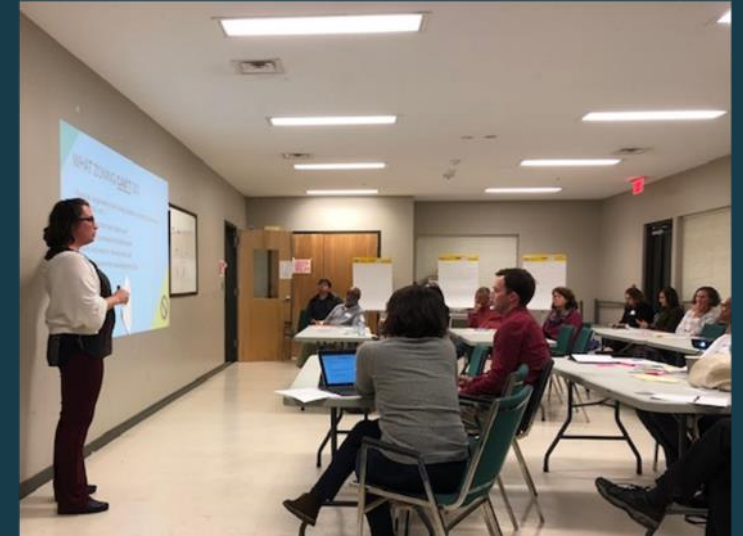
- October 30, 2018
- November 15, 2018
(business analysis)
- November 29, 2018
- January 24, 2019
- March 14, 2019
(UPCOMING)



SUMMARY: PUBLIC ENGAGEMENT

MATERIALS:

- Zoning 101 poster series
- Zoning Glossary
- Vision Book

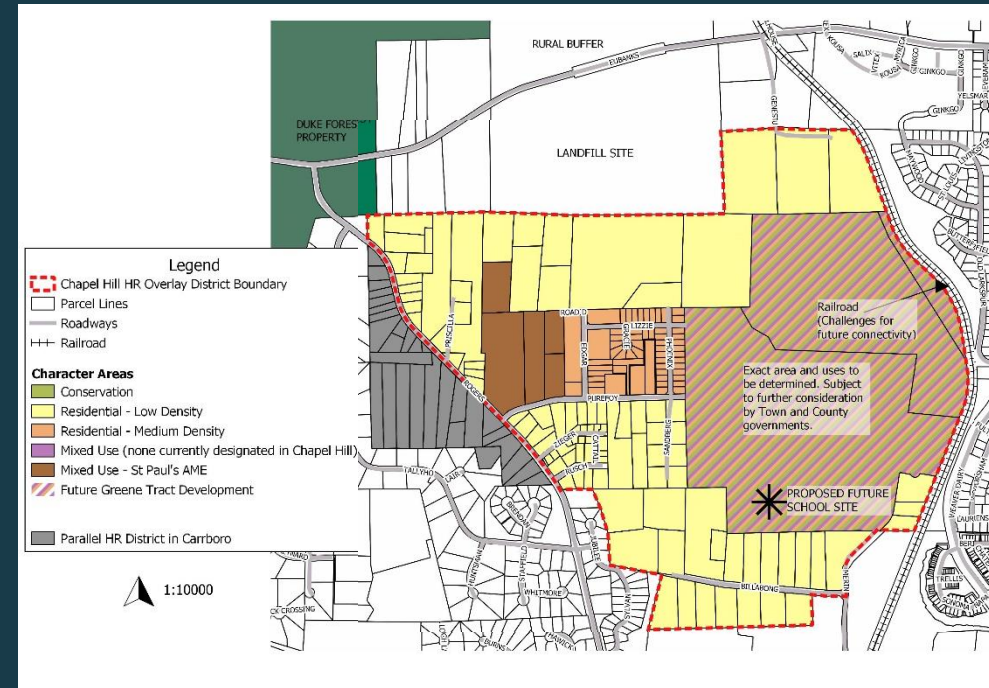


TURNOUT: Between 15 and 35 residents/stakeholders at each session

NEXT STEPS

February

- Develop Historic Rogers Road Neighborhood (HR) District draft ordinance and map



NEXT STEPS

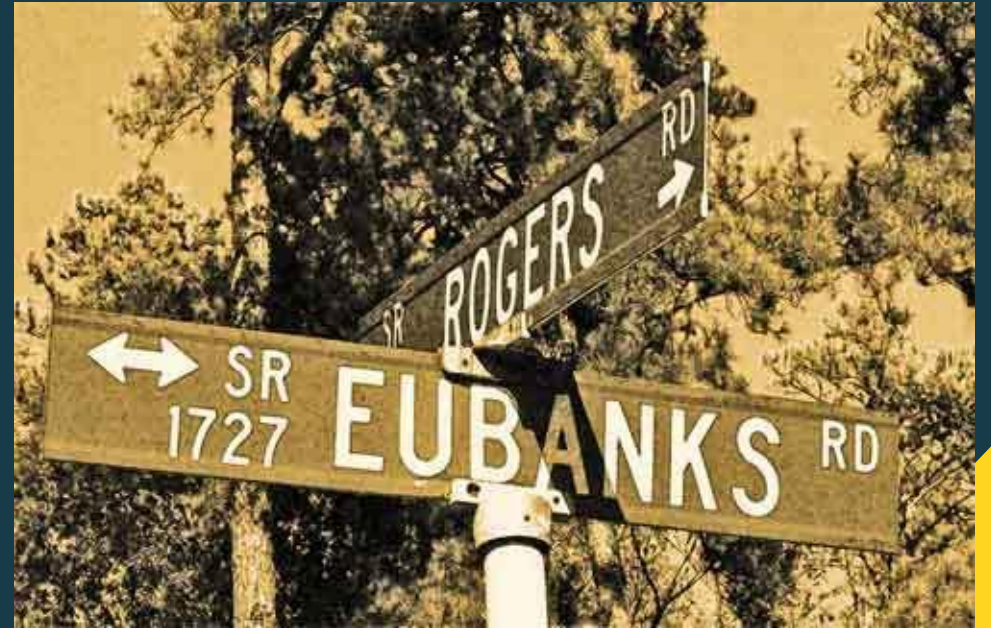
March 14:

- Community meeting #4
- Drop-in session for residents and stakeholders
- Project team available to review and “translate” draft ordinance



NEXT STEPS

March – May: Zoning recommendations go to both Chapel Hill and Carrboro for consideration of adoption



Staff Recommendation

- Receive update presentation on Zoning Initiative
- Questions and comments

Council Public Hearing tentatively scheduled for April 17, 2019